

The Billboard

NOW
25¢

The World's Foremost Amusement Weekly

APRIL 11, 1942

Vol. 54, No. 15



THE 4 KING SISTERS

Featured With Alvin Karp, Orchestra

On Tour Theaters, Ballrooms and Cafes — Broadcasting Over CBS and MBS Networks

BLUEBIRD RECORDS

Distribution: Music Corporation of America

Personal Management: Jack Egan



Sparkling
"Champagne Music" by

**LAWRENCE
WELK**
and his orchestra

with

smooth, sweet vocals by

JAYNE WALTON

means



BIGGER BOX-OFFICE!

• Latest hit records on

DECCA

4287 BARBARA POLKA
TICA-TI TICA-TA

4286 WHEN THE ROSES BLOOM AGAIN
SHRINE OF ST. CECILIA

4157 POET AND PEASANT OVERTURE
(SWING VERSION)
HEAVEN IS MINE AGAIN

4147 YOU DON'T LOVE ME,
BUT I'LL ALWAYS CARE
AROUND AND AROUND SHE GOES

• Exclusive NBC THESAURUS TRANSCRIPTION
Artist

• MOVIE MACHINE FILMS for
MINOCO PRODUCTIONS

• Recently concluded record-breaking
theatre and 1-niter tour

• Opening APRIL 5th

TRIANON BALLROOM

Chicago

7th Return Engagement

5 Times Weekly
WGN and MUTUAL
BROADCASTING SYSTEM

THANKS TO ALL THOSE WHO
HAVE MADE THE PAST YEAR THE
MOST SUCCESSFUL IN OUR CAREER.

Lawrence Welk

Personal Representative
KEITH BAIN

Exclusive
Management

• **FREDERICK BROS. MUSIC CORPORATION** •

CHICAGO
NEW YORK



The Billboard

MUSIC POPULARITY CHART

WEEK ENDING
APRIL 3, 1942

SONGS WITH MOST RADIO PLAYS

The following are the 10 leading songs on the basis of the largest number of stations which report, WPM, WAFB and WOFB members of the National Association of Broadcasters, for the week ending Tuesday, April 7, 1942. These are determined by an (F), actual record sales by an (R).

This compilation is based upon data supplied by Accurate Broadcasting Service.

Position Last Wk.	Title	Publisher	Plays
1	1. ALWAYS IN MY HEART (F).....Rundell		28
2	2. SOMEBODY ELSE IS TAKING MY PLACE.....Shapiro-Gershtein		28
3	3. DEEP IN THE HEART OF TEXAS.....Lewy-Lewy		27
4	4. MISS YOU.....Savely-Pro-Sect		26
5	5. I REMEMBER YOU (F).....Paseman		25
6	6. FULL MOON.....Southern		23
7	7. I DON'T WANT TO WALK WITHOUT YOU (F).....Paseman		22
8	8. I THINK OF YOU.....Emory		21
9	9. SHELL ALWAYS REMEMBER.....Whitcomb		20
10	10. HOW DO I KNOW IT'S REAL?.....Chapel		19
11	11. WHEREVER YOU ARE.....Miller		19
12	12. JERSEY BOUNCE.....Lewy		17
13	13. WHEN THE ROSSIS BLOOM AGAIN.....Shapiro-Sternlicht		17
14	14. STYING OF PEARLS.....Mend		16
15	15. WE'LL MEET AGAIN.....Ford-Gershtein		16
16	16. YOU MADE ME LOVE YOU.....Shapiro		16
17	17. A SOUT SUT.....Green-Rand		15
18	18. HOW ABOUT YOU (F).....Fuld		15
19	19. I'LL WAIT FOR YOU.....Hanes		15
20	20. ME AND MY MELNKA.....Berle		15
21	21. MOONLIGHT COCKTAIL.....Jewell		15
22	22. TANGIERINE (F).....Famout		15
23	23. SING ME A SONG OF THE ISLANDS (F).....Eggenon-Vento-Cone		15
24	24. ALL THOSE WONDERFUL YEARS.....Emory-Campbell		15
25	25. MEMORY OF THIS DANCE.....EMI		15
26	26. BLODS IN THE NIGHT (F).....Rundell		15
27	27. DON'T SIT UNDER THE APPLE TREE.....Rundell		15
28	28. HAPPY IN LOVE (F).....Fuld		15
29	29. SOMEBODY NOBODY LOVES.....Rundell		15
30	30. SOMETIMES.....Rundell		15

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

This compilation is based upon reports from the following record stores of their 10 best selling records for the week ending Tuesday, April 7, 1942. These are determined by an (F), actual record sales by an (R).

NATIONAL

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2. **2. SOMEBODY ELSE IS TAKING MY PLACE.....Shapiro-Gershtein**

3. **3. DEEP IN THE HEART OF TEXAS.....Lewy-Lewy**

4. **4. MISS YOU.....Savely-Pro-Sect**

5. **5. I REMEMBER YOU (F).....Paseman**

6. **6. FULL MOON.....Southern**

7. **7. I DON'T WANT TO WALK WITHOUT YOU (F).....Paseman**

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9. **9. SHELL ALWAYS REMEMBER.....Whitcomb**

10. **10. HOW DO I KNOW IT'S REAL?.....Chapel**

11. **11. WHEREVER YOU ARE.....Miller**

12. **12. JERSEY BOUNCE.....Lewy**

13. **13. WHEN THE ROSSIS BLOOM AGAIN.....Shapiro-Sternlicht**

14. **14. STYING OF PEARLS.....Mend**

15. **15. WE'LL MEET AGAIN.....Ford-Gershtein**

16. **16. YOU MADE ME LOVE YOU.....Shapiro**

17. **17. A SOUT SUT.....Green-Rand**

18. **18. HOW ABOUT YOU (F).....Fuld**

19. **19. I'LL WAIT FOR YOU.....Hanes**

20. **20. ME AND MY MELNKA.....Berle**

21. **21. MOONLIGHT COCKTAIL.....Jewell**

22. **22. TANGIERINE (F).....Famout**

23. **23. SING ME A SONG OF THE ISLANDS (F).....Eggenon-Vento-Cone**

24. **24. ALL THOSE WONDERFUL YEARS.....Emory-Campbell**

25. **25. MEMORY OF THIS DANCE.....EMI**

26. **26. BLODS IN THE NIGHT (F).....Rundell**

27. **27. DON'T SIT UNDER THE APPLE TREE.....Rundell**

28. **28. HAPPY IN LOVE (F).....Fuld**

29. **29. SOMEBODY NOBODY LOVES.....Rundell**

30. **30. SOMETIMES.....Rundell**

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28	28. HAPPY IN LOVE (F).....Fuld		15
29	29. SOMEBODY NOBODY LOVES.....Rundell		15
30	30. SOMETIMES.....Rundell		15

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

This compilation is based upon reports received from the following sheet music stores of their 10 best selling songs of the week ending Tuesday, April 7, 1942. These are determined by an (F), actual record sales by an (R).

NATIONAL

1. **1. ALWAYS IN MY HEART (F).....Rundell**

2. **2. SOMEBODY ELSE IS TAKING MY PLACE.....Shapiro-Gershtein**

3. **3. DEEP IN THE HEART OF TEXAS.....Lewy-Lewy**

4. **4. MISS YOU.....Savely-Pro-Sect**

5. **5. I REMEMBER YOU (F).....Paseman**

6. **6. FULL MOON.....Southern**

7. **7. I DON'T WANT TO WALK WITHOUT YOU (F).....Paseman**

8. **8. I THINK OF YOU.....Emory**

9. **9. SHELL ALWAYS REMEMBER.....Whitcomb**

10. **10. HOW DO I KNOW IT'S REAL?.....Chapel**

11. **11. WHEREVER YOU ARE.....Miller**

12. **12. JERSEY BOUNCE.....Lewy**

13. **13. WHEN THE ROSSIS BLOOM AGAIN.....Shapiro-Sternlicht**

14. **14. STYING OF PEARLS.....Mend**

15. **15. WE'LL MEET AGAIN.....Ford-Gershtein**

16. **16. YOU MADE ME LOVE YOU.....Shapiro**

17. **17. A SOUT SUT.....Green-Rand**

18. **18. HOW ABOUT YOU (F).....Fuld**

19. **19. I'LL WAIT FOR YOU.....Hanes**

20. **20. ME AND MY MELNKA.....Berle**

21. **21. MOONLIGHT COCKTAIL.....Jewell**

22. **22. TANGIERINE (F).....Famout**

23. **23. SING ME A SONG OF THE ISLANDS (F).....Eggenon-Vento-Cone**

24. **24. ALL THOSE WONDERFUL YEARS.....Emory-Campbell**

25. **25. MEMORY OF THIS DANCE.....EMI**

26. **26. BLODS IN THE NIGHT (F).....Rundell**

27. **27. DON'T SIT UNDER THE APPLE TREE.....Rundell**

28. **28. HAPPY IN LOVE (F).....Fuld**

29. **29. SOMEBODY NOBODY LOVES.....Rundell**

30. **30. SOMETIMES.....Rundell**

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25	25. MEMORY OF THIS DANCE.....EMI		15
26	26. BLODS IN THE NIGHT (F).....Rundell		15
27	27. DON'T SIT UNDER THE APPLE TREE.....Rundell		15
28	28. HAPPY IN LOVE (F).....Fuld		15
29	29. SOMEBODY NOBODY LOVES.....Rundell		15
30	30. SOMETIMES.....Rundell		15

LEADING MUSIC MACHINE RECORDS

This compilation is based upon reports received from the following music machine stores of their 10 best selling records of the week ending Tuesday, April 7, 1942. These are determined by an (F), actual record sales by an (R).

NATIONAL

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2. **2. SOMEBODY ELSE IS TAKING MY PLACE.....Shapiro-Gershtein**

3. **3. DEEP IN THE HEART OF TEXAS.....Lewy-Lewy**

4. **4. MISS YOU.....Savely-Pro-Sect**

5. **5. I REMEMBER YOU (F).....Paseman**

6. **6. FULL MOON.....Southern**

7. **7. I DON'T WANT TO WALK WITHOUT YOU (F).....Paseman**

8. **8. I THINK OF YOU.....Emory**

9. **9. SHELL ALWAYS REMEMBER.....Whitcomb**

10. **10. HOW DO I KNOW IT'S REAL?.....Chapel**

11. **11. WHEREVER YOU ARE.....Miller**

12. **12. JERSEY BOUNCE.....Lewy**

13. **13. WHEN THE ROSSIS BLOOM AGAIN.....Shapiro-Sternlicht**

14. **14. STYING OF PEARLS.....Mend**

15. **15. WE'LL MEET AGAIN.....Ford-Gershtein**

16. **16. YOU MADE ME LOVE YOU.....Shapiro**

17. **17. A SOUT SUT.....Green-Rand**

18. **18. HOW ABOUT YOU (F).....Fuld**

19. **19. I'LL WAIT FOR YOU.....Hanes**

20. **20. ME AND MY MELNKA.....Berle**

21. **21. MOONLIGHT COCKTAIL.....Jewell**

22. **22. TANGIERINE (F).....Famout**

23. **23. SING ME A SONG OF THE ISLANDS (F).....Eggenon-Vento-Cone**

24. **24. ALL THOSE WONDERFUL YEARS.....Emory-Campbell**

25. **25. MEMORY OF THIS DANCE.....EMI**

26. **26. BLODS IN THE NIGHT (F).....Rundell**

27. **27. DON'T SIT UNDER THE APPLE TREE.....Rundell**

28. **28. HAPPY IN LOVE (F).....Fuld**

29. **29. SOMEBODY NOBODY LOVES.....Rundell**

30. **30. SOMETIMES.....Rundell**

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24	24. ALL THOSE WONDERFUL YEARS.....Emory-Campbell		15
25	25. MEMORY OF THIS DANCE.....EMI		15
26	26. BLODS IN THE NIGHT (F).....Rundell		15
27	27. DON'T SIT UNDER THE APPLE TREE.....Rundell		15
28	28. HAPPY IN LOVE (F).....Fuld		15
29	29. SOMEBODY NOBODY LOVES.....Rundell		15
30	30. SOMETIMES.....Rundell		15

Around the Grounds

COLUMBUS, O.—Much of the harvest in prices which the State's farms have received from Ohio State fairs this year will be reaped at county fairs this year. Several hundred organizations and groups plan to meet prices to society fairs, John T. Brown, state director of agriculture, and in continuing a greater emphasis on events for boys and girls of local sections. The State posted \$20,000 for prizes last year, and organizations gave \$4,500 to the program.

JACKSONVILLE, Wis., April 6.—A new state exhibition plan has been voted for the 1942 Rock County 4-H Fair, which will be a single day celebration will be staged at a somewhat higher figure than last year, while the grounds alone will be 175,000 sq. ft. at an estimated cost of \$1,133.00. Grounded receipts on the other hand last year totaled only \$608.15, while the cost of grounds exceeded expenditures by \$215.00.

JEFFERSON, Wis.—About \$7,200 is being spent by Jefferson County Fair Association in preparation work for this year's annual. Bruce L. Bart, executive secretary of the event, will be operating under budget lines and estimates have been signed with H. H. Brown, Brown-Carruthers and the Litchfield, Wis., Station WFLD, Chicago. Two additional horse teams have been added to the program, and a dog show, one of the first attempted in the area, also is scheduled.

ALBANY, N. Y.—Assembly has passed two proposed laws affecting race tracks in New York State. One would require that at least 85 per cent of persons employed daily in operation of pari-mutuel betting be citizens of the United States for at least two years preceding date of employment; each person seeking employment shall submit an affidavit stating qualifications. The other bill makes provisions of this proposal applicable to horse race meetings. Having been approved by both branches of the Legislature, the measures have gone to the governor for consideration.

DALLAS.—With heading of a summer sports attraction, Texas State Fair Association is now looking for attractions during the fair period. Beginning with a looking for at least 150 acts in George Jones' annual Broadway shows, with Squire's travel and other acts, during the talking for the first two days of the fair, being Dallas Symphony Chk for classical jazz concert, Texas state and Edgar Brown and Charlie McCarthy as stars. Also Transylvania is another possibility mentioned.

JACKSON, Miss.—This week saw opening of first of all star-filled livestock shows, including State's Northwest, Southwest, Southeast, South and Delta, and the Southern District livestock show opened at Port Gibson and Shaw, Hattiesburg, Southport, Pearl, Delta, Oceanview, Wadsworth, West Point, and Northwest, Conn. Fred P. Howell, secretary Mississippi Livestock Association, sponsors of all animals, and the livestock market of 1941 will be broken from all livestock.

COLUMBUS, O.—Army Air Corps with Ohio State Fairgrounds have been given State Director of Agriculture John T. Brown announced last week in accepting tentative arrangements for the fair grounds to the War Department.

AGRICULTURAL

(Continued from opposite page)

Production per farmer has been increased by 10 per cent in the last year in food production are greater than ever.

Food production goals call for an increase of 20 per cent per acre this year over last, but in individual cases

involves the goals call for increases as high as 50 per cent over 1941—in a general, however, the goal is to increase the goal for an increase of 44 per cent in average of soybeans, and increase of 34 per cent in the average of flaxseed.

Cattle call for a total increase of 8 per cent in production of milk this year, 13 per cent in output of eggs, 14 per cent in hog slaughter, 8 per cent in slaughter of beef cattle and calves, 1 per cent in sheep and lambs. The goal for 1942 is an increase of 32 per cent in the production of hatching eggs, and of 27 per cent in the production of broilers. The goal for 1942 is an increase of 15 per cent in the average of dry hens and 15 per cent in dry feed pigs are sought.

A 10 per cent increase in total acreage of potatoes is suggested for 1942, and an increase of 22 per cent in the production of corn. The goal for 1942 is an increase of 16 per cent in average of commercial truck crops, and an increase of 30 per cent in the number of farm gardens—probably a "Garden on every farm"—about 6,000,000 farm gardens can easily cover.

PRODUCTION: POOR WAT
Department of Commerce estimates that production for military purposes will contribute approximately 10 per cent of the output of the United States in 1942, compared with 21 per cent last year. In 1941, the goods alone about 80 per cent of the total output will go for war purposes, compared with 20 per cent last year. Nearly one-third of the goods in industry will go for the military industry, whose production will be increased by 200 per cent. The military industry—while it makes such advances as well as many aircraft engines—with enormous number third of the goods and shipbuilding, a sixth.

PRICE: PAINTY
Farmers have been getting slightly lower prices for commodities than at the beginning of this year. The national average of prices of farm products continues steadily at parity, though commodities to present parity have fallen, and the crop selling below parity. A continued high level of consumer demand for food products and the trend toward 1941 have been forecast by BAR.

National average of prices received by farmers as a percentage of parity for February 15 were: Cotton, 98 per cent; corn, 81; wheat, 81; hay, 62; potatoes, 71; milk, 60; rice, 13; peanuts, 71; apples, 85; beef cattle, 120; hogs, 118; chickens, 164; eggs, 69; butterfat, 87; wool, 145; and lamb, 140. The Secretary of the Emergency Price Control Act of 1942 and the administration of that act, approved by the Secretary of Agriculture have helped to ease the way for farmers in reaching this year's farm-product goals. Now they have practical assistance at the prices they will receive for this year's crop and livestock. Besides a growing domestic civilian demand for farm products, the federal government is committed to production of increasingly large quantities of foods for our armed forces and for export to our allies. There is need also for the building of large reserves against future contingencies.

OKLA WINN TEST

(Continued from opposite page)

goals and purposes of the plan. In Oklahoma, the plan is to be carried out as far as the applicable framework is concerned that the movement features are carried out for the purpose of the plan. The plan is to be carried out as far as the applicable framework is concerned that the movement features are carried out for the purpose of the plan.

While the test results and consequences which showed that practical goals can be reached, now, after hearing the statement outlining the plan and

purposes of the plan, together with the facts on hand and the action plan to be carried out, the plan is to be carried out as far as the applicable framework is concerned that the movement features are carried out for the purpose of the plan.

VANCOUVER MIXED

(Continued from opposite page)

plans, expenditures and equipped with camp facilities, now have been approved.

One of the 22 exhibitors association employees, headed by E. C. McManis, executive manager, is mentioned. "That's what we will have to consider immediately," Dr. McManis said. "We will have to maintain a small staff to handle the affairs of the fair and the other event in any other location, he said."

Pennsylvania Fairly Off
LOS ANGELES, April 4.—Los Angeles County Fair, which last year attracted over 800,000, has been scheduled for the

region, C. B. (Jack) Abernethy, secretary-manager, announced at a 40th-anniversary breakfast meeting of the Penna. (Chit's) Chapter of the Pennsylvania State Fair. A schedule of events will be maintained at the grounds to take care of the necessary work to keep the plan in operation. Officers will be maintained in the Abernethy building as usual. There was no lunch because the 40th anniversary day fell.

Now Booking Fairs—Parks—Celebrations Polack Bros.' Circus

America's Greatest Organized Circus
Now Playing for Some Time.
Available in

Complete Grand Stand Show or
Free Attraction
Address: L. L. POLACK
Care Shrine Circus, Los Angeles, Calif.
April 11-15
Permanent Address:
Financial Control Bldg., San Francisco, Calif.

Sensational Thrill Bill
JIMMY VAN'S
AUTO-MANICS
Sylvauga, Ala.

The Nation's Newest, Most Skillful Contortionistic Fanatics

TWO **EDWARDS** WONDER BOYS

performing
Unheard of Miracles With the
Human Body

Tricks far above the average make this act interesting and effective entertainment. Physical development at its highest. Enthusiastically received wherever shown.

Write today for complete information.

E. E. EDWARDS, Mgr.

306 W. 5th St. Chattanooga, Tenn.

CHANGE OF DATES
KENTUCKY STATE FAIR

42nd Annual September 5 to 12 incl. 2 Saturdays
Bigger and Better than ever, stressing particularly Defense and Production of Foods to meet the emergency.

On the Midway—JOHNNY J. JONES EXPOSITION

FREE ACTS • HISTORICAL SPECTACLE • GRAND STAND ATTRACTIONS
Name Band on newly completed restaurant building.
Robert B. Jewell, Mgr., Kentucky State Fair, Louisville, Ky.

NOW BOOKING 1942
FAIRS — PARKS — CELEBRATIONS

Outstanding world attractions—121 acts • Write or Wire
Unusual and different spectacles. Add acts to any completed program.
Address: E. E. JONES, care of
Bilbroad, Cincinnati, Ohio.

Sensational Stars

FIREWORKS

COMPLETE CATALOG OF FIREWORKS MATERIAL READY FOR YOUR 1942 DISPLAYS.
SPECIAL PROGRAMS DESIGNED TO FIT THE SENTIMENT OF THE PEOPLE AND THE TREND OF THE TIMES. THEY REQUIRE ONLY THE NECESSARY SKILL TO BESET ATTENTION.

UNITED FIREWORKS MFG. CO., INC.
BAYTON, MISS.

The First
Best Skate



QUALITY

RICHARDSON ROLLERBEARING SKATE CO.
Established 1888
1212-1218 Broadway Ave., Chicago, Ill.
The Best Skate Today

REARVIEW No. 321 BOOTLESS FLOOR DRESSING
Chooses the air, provides a fine grip
on the floor, and leaves your shoes
clean and dry. **REARVIEW** is the
only shoe polish that can be used on
any shoe. **REARVIEW** is the only shoe
polish that can be used on any shoe.
1000 Bond St., Kansas, Mo.

FOR SALE
Hammock Open B Model Dues Control,
6-10 (uphol), 4-5 condition, stored at
Fawcett's Radio, Waltham, Mass.
G. N. FELIX
9075 Franklin Avenue, Hollywood, Calif.

FOR SALE
Radio Marlin, 1000 (uphol), 4-5 condition, stored at
Fawcett's Radio, Waltham, Mass.
In excellent condition, stored at
Fawcett's Radio, Waltham, Mass.
In excellent condition, stored at
Fawcett's Radio, Waltham, Mass.
In excellent condition, stored at
Fawcett's Radio, Waltham, Mass.

FOR SALE
THE DANCE SKATING RINK
Twin's, Laid's, and others. Skating
rink, 1000 (uphol), 4-5 condition, stored at
Fawcett's Radio, Waltham, Mass.
In excellent condition, stored at
Fawcett's Radio, Waltham, Mass.

Rinks and Skaters

By STARR DE BELLE (Cincinnati Office)

MARSH CORNHILL, violence on roller
skates, preventing its activity at the 1910
Street Skating, Philadelphia.

ALAN POLLOCK, who has opened the Ann
High roller rink in Jacksonville, Fla.,
formerly operated Acie's Roller Rink in
Buckhead, Wis.

THE destroyed Public Club, Youngstown,
O., on March 28. During 1941
the building had been used as a
roller rink.

PHILADELPHIA DAILY NEWS omitted
competition in its roller skating contest
during July 1941. Competitions resumed
on April 6 in Camden (Pa.) Hallway
and on consecutive days in Crystal Palace,
Olympic Gardens and Pie-Mann, all Phila-
delphia, and Baltimore, Gloucester, N. J.

TONY MILLER, amateur roller skater
at Jerome Gardens, Chicago, is turning
pro. In 1941 he won the Illinois amateur
duet championship, and he and Marion
Wassenaar now hold the 1942 Illinois
duet championship roller skating
title.

MARTIN WUNDERLAND, a new rink
was scheduled to open on St. Louis April
6, according to Raymond Warner, owner
and manager. Warner leased the former
men's room, 100 by 200 feet, at 5420
Madison Avenue. Workers laid the floor
for the skating rink, which is 50 by 100
feet, and finished partitions for skate
room, dressing room, reception room
and office.

CHAMPLAIN PROVINCIAL, Montreal,
honorary secretary of the Amateur Skating
Association of Canada, is announcing
that the Canadian open amateur speed
roller skating and duet competition
would be held on April 4 and 5 at request
of the sponsor, Toronto Amateur Roller
Skating Association, and the change had
been approved by William H. Bragdon,
president of the AAAA. Skaters were made

on basis provided by AAAA Secretary
Herbert C. Roberts, Toronto. Skating
leaves very to be arranged as required in
view of the amateur or amateur. Com-
petitions were scheduled in St. Catharines
Bellefleur, Toronto. Figure skaters
skate on April 4, duet competitions on
the following day and duet on both
nights. A varied program of roller free
style figure and duet skating was
skated by members of St. Catharines Roller-
skating Club, under direction of
Stance Gervais, club president. Judges
were named by the AAAA. Competitors were
exported from the maritime provinces,
Quebec, Manitoba, Alberta and Ontario.

JAMES P. MURPHY, of Skating Palace,
Boston, Mass., is a roller skater. He is
skating here in very good. There is a
shortage of men, which is to be expected,
and skaters are coming. Skaters are
coming everything possible to co-operate
with the government and some organizations.
Skate are giving skates and
hairs, while others are giving hair and
noted skaters. Skaters here is
kept up for the national.

Current Comment By CYRIL BRADSHAW

CHESHIREFIELD, England.—Roller
skating having had a revival in New
York, Long Island, and in the United
States, starting off to good head
winds from British skaters. I
understand it is a tradition to a well-
winter of the game to learn that they
will play the kind of hockey which is
purely an arena proposition and not
entirely. Fifty-seven years of con-
tinuous roller hockey in this country
has taught us something about public
hockey in the matter.

After all these years of failure to pro-
mote public interest among skaters for
roller hockey, it appears that there are
people over there who are still unable to
read the writing on the wall. When I

think of the possibilities for the game in
a great stronghold of roller skates as in
United States and realize how far it is
from being a game played as a sport
today, I could literally stand in
astonishment. Observers on the spot who know
their skating agree that hockey of the
kind in evidence is usually as very
propaganda. Skating and

Thanks to Canadian Promotion,
Montreal, secretary AAA of Canada, it
devoted late relative to the roller skat-
ing in the Dominion. It is known
ing to note that every city of respectabil-
ity has its roller skaters, while there
has been none.

Louis Bregman, instructor Colonel
Rink, Washington, has asked all local
boys who may be sent overseas to the
country in one of the services to learn
the winter sport until they have. Names
Wilson, U. S. Marines, attached to the
American Embassy, London, is the first
to notify me of sending. Any of the
skating boys, should they go over here,
can write to 7 Duxton Lane, Cheshire-
field.

Perry Dawson, Abbey Park, N. J., the
man who can tell us all we want to
know about skating on the winter wheels,
informs that skating for this season
of rollers is increasing straight up,
with some risks even. During tonight
duet skating, Perry will teach the
new hockey skaters something of a
kind of skates for roller hockey, with little
and interest in many skating. Skating

Both Little **HIGH MARSH**
Write for Catalog **13 other styles in stock**



HYDE ATHLETIC SHOE CO.
Division A, 8 Duke St. Box 10
CAMBRIDGE, MASS.

Meet us in Philadelphia April 15-16-17-18 NATIONAL CHAMPIONSHIP—Roller Skaters



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No. 778



No. 767

**RINK, RACING AND
SHOE ROLLER SKATES**



ALL FOR ONE—ONE FOR ALL

"CHICAGO"

TRADE MARK REG. U.S. PAT. OFF.

**The WORLD'S GREATEST
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Ask Your Rink Manager

CHICAGO ROLLER SKATE CO.

OWNERS OF WORLD RECORDS FOR 40 YEARS

4127 WEST LAKE STREET

CHICAGO, ILLINOIS



No. 686 GB



No. 586 GB

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The Billboard

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Name

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4-11



Coin Machines

AMUSEMENT... MUSIC... VENDING... SERVICE

A Department for Operators, Jobbers, Distributors and Manufacturers

WALTER W. HURD, Editor
The Billboard, Attention Bldg., 135 N. Clark St.,
Chicago, Ill.

Hero Worship

People who closely study the trends in the present war and watch for the hopes of victory were made very uneasy by the large show of hero worship that gathered around the name of General MacArthur in recent weeks. Hero worship may have been an important element in former wars, but the present type of conflict requires something more than an outstanding hero.

General MacArthur expressed the idea when he arrived in Australia and gave an interview:

"Success in modern war requires something more than courage and willingness to die," he said.

This indicated that General MacArthur is a safe leader and that he is not likely to be carried away by a wave of hero worship. That is relief insofar as a great military leader is concerned, but it does not cure the evil that agitated the wave of hero worship here in the United States.

Those who paid any particular attention to the movement realized that it was being agitated at great length by certain newspapers and certain organizations that have shown a strong tendency to do everything possible to embarrass the President and all the leaders of the United Nations. The Hearst papers probably attained the extreme in stunts when they used an entire page, all bedecked in flags, to arouse the populace on the subject of General MacArthur and the boys on Bataan. The motives of these newspapers and organizations are well understood to many people and yet there are millions of others who never stop to question what it is all about.

Fortunately, the early transfer of General MacArthur and the revelation of when the plans had been made took the pep out of all this ill-timed agitation and is showing a tendency to deflate the wave of hero worship.

Since General MacArthur has shown that he is not carried away by hero worship, it will now be possible to weigh all the factors involved in winning the war, and the heroes can be duly praised after we are sure of winning.

Those who had read between the lines of official reports knew that the American troops in Bataan were probably the best equipped soldiers in any army fighting in the present war. It was pretty well understood they had the latest and

plenty of it, that they were testing some of the newest ammunition and guns and that special aid was also getting to them all the time. Yet certain newspapers tried to agitate the nation on the plea that aid was not being sent these American soldiers.

General MacArthur not only had supplies and well-trained men, but he also had some of the best ordnance, military and naval experts the government could supply. It was apparent that the plan was to test the Japs and see what they really had. It is well known that American troops have continued to withstand far superior numbers of the Japs.

General MacArthur suggested the story when he said that something more is required than courage and heroism in modern war. He put it as trained men and sufficient materials.

The United Nations have a super-human task to train men and also build war materials to defend what amounts to practically eight-tenths of the world's surface. To defend such a vast stretch of the world's surface and at the same time try to prepare for offensive action somewhere places a burden upon the minds of Allied leaders that is beyond comprehension. This is one war in which criticism of leaders should be kept to a minimum.

"When you start to tear down public confidence in military leaders you practically destroy an army," General MacArthur said.

The great burden of the United Nations is to be able to stick together and fight as a great unit. If the United States and her allies are able to stick together in a fighting program, no matter how many flaws may be in the plans, victory will eventually be won. The problem is to keep the United Nations together and to keep the people in each member nation united back of their leaders. The trained men and the war materials can be supplied if unity is maintained thru to victory.

Consequently, in this war, he who works for unity is contributing a great force to help beat down the enemy. Unity back at home will mean everything to those who must fight in the armed forces.



Any delaying of our plans for production and for offensive action is unnecessary to the enemy. (Cartoon from The Milwaukee Journal.)

NEW VICTOR RECORDS for your Coinograph

by that Sentimental
Gentleman of Swing—



TOMMY DORSEY

Names make nickels in the coinograph business—and one of the biggest winners of them all is Tommy Dorsey. Keep his name in lights on your coinograph with this list of his latest releases



HITS FROM HIS NEW MOVIE

"The Last Call for Love," coupled with "Love You Both from the MGM movie, "Ship Ahoy," 27564.

TWO OLD FAVORITES WITH DORSEY APPEAL

"What Is This Thing Called Love?" coupled with "Love Sends a Little Girl of Rome," 27522.

STILL STARRING—DORSEY'S...

"How About You?" and "Winter Weather," 27540.



KEEP 'EM PLACING

"Any Bonds Today?"
Barry Wood—27478

Remember Pearl Harbor?
Sammy Kaye—27726

*Paul Robeson

BUY U. S. DEFENSE BONDS

Order Them Today From Your

**VICTOR-BLUEBIRD
RECORD DISTRIBUTOR**

RECORD BUYING GUIDE—PART 1

Records and Songs With the Greatest
Money Making Potentialities for
Phonograph Operators

Songs listed below are based on a canvass of experts gathered each week by representatives of The Billboard from an actual four leading operators in each of the 35 most important operating centers in the country.

GOING STRONG

BLUES IN THE NIGHT... (10th week)
SPEEY HUGHAN (Wendy Horman)... Decca 4020
BIMAR 24282
EMMET LUGGERS (Horman)... Decca 4123
CAR CALDWAY (Car Caldway)... Chub 4122

DEEP IN THE HEART OF TEXAS... (10th week)
ALVINO DRY (Roy Salsburg-Salts)... Starbird 11591
BING CROSBY (Wendy Horman)... Decca 4124
Maudie Smith... Decca 4124
HOBART HENDY (Horman)... Columbia 34325

I DON'T WANT TO WALK WITHOUT YOU... (10th week)
BARRY JAMES (Maudie Smith)... Columbia 34325
BIMAR 24282
EMMET LUGGERS (Horman)... Decca 4123
CAR CALDWAY (Car Caldway)... Chub 4122

MOONLIGHT COCKTAIL... (10th week)
GLEN MILLER (Ray Ebbel-Mob... Starbird 11401
TOMMY TUCKER (Don Brown-Nelson)... Chub 4126
HOBART HENDY (Horman)... Columbia 34325

A STRING OF PEARLS... (10th week)
GLEN MILLER (Ray Ebbel-Mob... Starbird 11401
BING CROSBY (Wendy Horman)... Decca 4124
Maudie Smith... Decca 4124

SOMEBODY ELSE IS TAKING MY PLACE... (10th week)
BING CROSBY (Wendy Horman)... Decca 4124
Maudie Smith... Decca 4124
HOBART HENDY (Horman)... Columbia 34325

COMING UP

A ZOOT SUIT...
RAY EBBEL (Roy Salsburg-Salts)... Columbia 34325
BIMAR 24282
EMMET LUGGERS (Horman)... Decca 4123
CAR CALDWAY (Car Caldway)... Chub 4122

Not much happened in this category during the past three days, while most of the featured records just about seem to have been out of this class. Still, there seems to be a lot of good stuff in the coming up, but it is definitely the strongest of this challenging crop.

MISS YOU...
BING CROSBY (Wendy Horman)... Decca 4124
Maudie Smith... Decca 4124
HOBART HENDY (Horman)... Columbia 34325

By now, with the beginning to take on threatening proportions, it is no longer a secret. All three sides listed on this list are under the gun, and there is a good chance that they will actually make a strong showing at the time. Should be given a close watch during next few weeks.

HOW ABOUT YOU? (10th week)
TOMMY DORSEY (Maudie Smith)... Victor 27540
BING CROSBY (Wendy Horman)... Decca 4124
Maudie Smith... Decca 4124

After you get stronger and they about that just about this week, which is why this picture has dropped down and out. Numbers don't make going strong by standing still, and another week without any more action was this will start the slide. However, a note is that something positive will happen this time, and it might make a strong upward, too.

EVERYTHING I LOVE... (10th week)
GLEN MILLER (Ray Ebbel-Mob... Starbird 11401
BING CROSBY (Wendy Horman)... Decca 4124
Maudie Smith... Decca 4124

Looks as if jump instrumental numbers are coming back, what with strong of Power and now this one. Has been around a short while and took some time to show enough to get to the point of interest in the picture. That must have been the biggest hype, because here is Benny Goodman in the picture with one of the best. In fact, Goodman's version is backed by his equally successful "String of Pearls."

SKYLARK... (10th week)
GLEN MILLER (Ray Ebbel-Mob... Starbird 11401
BING CROSBY (Wendy Horman)... Decca 4124
Maudie Smith... Decca 4124

After it didn't make much progress, but will have to do a whole lot better to stick around here another two weeks. This time has been pretty low a few spots, and the Jones version showed enough life to finish up again, that everything may have all right after all. Watch it next week.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which are still being mentioned on enough reports to warrant their inclusion in the Guide, even if they may probably will never climb into "Going Strong."

I SAID NO! (10th week)
ALVINO DRY (Roy Salsburg-Salts)... Starbird 11591
BING CROSBY (Wendy Horman)... Decca 4124
Maudie Smith... Decca 4124

Source in parentheses indicates location. Double-checking records are purposely omitted from this column.

PART TWO of the Record Buying Guide classifies records and songs which are still being mentioned on enough reports to warrant their inclusion in the Guide, even if they may probably will never climb into "Going Strong."

NEW BLUEBIRD RECORDS for your Coinograph

by top bandsman



FREDDY MARTIN

The rise of this popular maestro has been sensational. He's got the kind of music the public wants, the kind of rhythm they can relax in in these hard-working times. That's why these Martin records should be turning and turning on your coinograph—now!

"JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND" (a ballad about the AEF set to a real Irish tune), coupled with "I'll Keep the Lovelight Burning," B-11503.



HE CO-STAR'S WITH DINAH SHORE

Dinah Shore and Freddy Martin's band team up in one of the most popular recordings of the day—

"I Look at Heaven" (based on Greg's Piano Concerto). Coupled with a favorite of the twenties—"I Can't Give You Anything But Love, Baby," B-11467.

FROM THE NEW MARTIN MOVIE

"Heavenly, Isn't It?"
"When There's a Break in Love Letters," B-11467.

TWO TOP MONEY-MAKERS

"His You,"
"Love O' Day," B-11236.

MORE MARTIN "SURE-SHOTS"

"Wherever You Are,"
"What Does a Soldier Dream Of?" B-11453.

"How Do I Know It's Real?"
"If You Build a Better Mouse-trap," B-11453.

BUY U. S. DEFENSE BONDS

Keep Your Coinograph Cashing in with the latest

**VICTOR-BLUEBIRD
RECORDS**

TRADE HAS HECTIC MARCH

**WPG Orders, Ball Gum Ruling,
Lent, Income Taxes, Spotty
Play Highlights of Month**

CHICAGO, April 4.—News from Washington overshadowed all other events in the coin machine trade during March. Long-expected shipment of new models from the War Production Administration was received in March. On March 16 WPA's denied manufacturers of phones, scales and pin games to step production on the machines until the end of the month, for the intervening six weeks. Next day order cutting off the making of practically all vending machines on or after April 20 was proclaimed. The new models will be the remainder of the production period.

Distributors and operators took the news gravely. They had been expecting it for some time. With the new models, the old models will

placed as they bent to keep present equipment in operation for the duration. Prices skyrocketed as new equipment still available. Distances, as in the case of the boats, became a factor in all orders and vintage. Wonderment about the future availability of parts and supplies set in because the WPB order priorities of 3D and May 1 deadlines. Industry leaders were quick to point out that WPB's usual procedure in dealing with other industries has been to allow a manufacturer to fill his backlog, then to issue orders permitting the manufacture of replacement parts. This procedure has already been followed in the auto, electrical and machine and other divisions.

Distributors and jobbers in these and other similar fields recently were granted permission to obtain spare parts and supplies and given specific instructions by WPR as to how much repair work they could do. Undoubtedly, similar orders will be issued soon to cover the rest machine trade.

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The much-discussed bill for changing the metal content of the nickel finally passed both chambers and was signed by the President on March 18. The new standards at 45 per cent silver and 45 per cent copper, allowing the mint a 10 per cent flexibility in fixing other metal content. Mint has 60 days from date of FDR's signing to make up its mind. Congress regarded the bill as favorable since it will not entail making any radical changes or adjustments of coin value.

M. J. Griffin, D. J. Griffin

More Rulings
Two rulings of importance emanated from the Internal Revenue Department's recent decision, No. 1, issued on March 10, hit the ball game vendors squarely between the eyes. It characterized previous rulings by placing ball game machines offering prizes for certain colored balls in the 6% tax class whether or not the prizes were cash or non-cash. The second ruling held that the 6% sign offering provision, Ruling No. 5, applied regardless of whether the machine tax or it affects place locations. (Complete details on first music machines page this issue.) Office of Price Administration, after consulting with the Treasury, has ruled that manufacturers' profit shares, decided on prices will stay as is.

Most radiant shaft of hope that beamed out of Washington during the month was the important step taken by the government toward subsidizing war converts to small manufacturing firms. Most coin machine manufacturers were already doing some war work; some were 100 per cent. All were planning to switch over their entire facilities to the war effort as soon as final coin machine orders were filled.

Decorative Elements

The sproing picture during March was spotty. Lent and Ince took out heavily into receipts in some areas. In others this customary drop was more than made up by speeding resulting from bulking de lease industry pay rails. On the whole, play on games was only fair but better than February; music machines continued to get good play and vendors chalked up further

gains, especially in defense plants. Such losses, however, have been made up by the increased profits from spin gear operations in some Eastern States. Many operators were chastised during the inability to get out their supplies at the same rate as they needed them. Vendor operators faced rising prices, slower deliveries, diminishing supplies and smaller profit margins. Plans were accordingly laid out for the future. In the field, more rationing of spin measures, vendors are urged almost as much as they are in action. Supplies are ready but were adequate, but deliveries were slow. Some operators were planning to up bar prices by 7 cents, to cash down on poorer proportions. In addition, to concentrate heavier on the production of spin gear. The spin gear business is not a new one, but it is becoming an old one.

Steps to meet the fire and possible gasoline rationing programs were foremost in operator minds. Groups in Philadelphia and Los Angeles

were mulling over plans to set up central service stations both to conserve rubber and to counteract the ever-growing shortage of skilled mechanics.

Least Squares

Legal Front On the legal front, the decision by the Supreme Court in *Parsons* broke the way against free-play games had been spread repercussions throughout the State. Even the the court specifically found fault with only those free-play games which had a mechanism to ensure the accumulation of free play from the previous evening's play. The court's decision, however, was based upon the decision as a matter to ban all games with or without take-off buttons. Cities where games were licensed and dumping needed boxes into the streets were forced to consider removal of all games from the streets to make games legal. Operators were in a difficult due to lack of uniform

In Iowa the Supreme Court has two important free-play cases. Decision is expected in April on both. In Milwaukee the long-awaited decision on the vending ordinance was decided in favor of the operators. Citi, however, planned to appeal.

Seven hundred people attended a public hearing on proposed pig game ordinance in Milwaukee. Mayor opened ordinance, however, and it never came to a vote.

News Extra in the New York press forecast an early return of games to the city due to pressure of local owners who sorely miss the revenue from games. Operators and distributors hoped, with finger crossed, that the predictions would come correct.

CM

Coin Machine Industries held its annual election meeting during the month. Decided to carry on for the duration. Dave Gottlieb was re-elected president for third term.

Photos Prove To Be Blockout Aid

ST. JOHN, N. H., April 4.—(Pawtucket) game is increasing in popularity on Cape Breton Island and the demand for this wadding entertainment has hit a new high. Record was promptly set prevailing in the soft coal and also in the wadding.

Phonix stands has become a blacked-out scene. During the test darkening the phones, with all lights off, so being used to while away the time in darkness. Manicures, flowers, shoes.

All Clean—Free Plays—In Stock

READY FOR IMMEDIATE DELIVERY

[illegible]

2008年 第10期 总第100期

LINE, SECOND, CONTROL.

MIDTOWN VENDING CO

ADDITIONAL READING: *See* "Further Reading" section.

THEY'LL GO FAST!
SO STOCK UP NOW!

Manufacturers of Cold Opening Equipment Must Close Manufacturing May 1st, Forwarded
We have a large stock of most equipment. This Used Equipment and Underparts SELL FAST
WE DO NOT ACCEPT TO REPLACE THIS STOCK. WE ADVISE YOU TO PROTECT YOUR
OPERATING BUSINESS IN THE FUTURE BY ORDERING NOW.
MAIL ORDERS IN WASHINGTON, DC

[illegible]

SOUTHERN AUTOMATIC MUSIC COMPANY

"The House That Confidence Built"
261 E. Grand St., Louisville, Ky.
212 W. Seventh St.
405 Third Street

—OUT THEY GO.

Free Play Games—All in Perfect Shape. Will Trade for Hockey, Submarines.

Box \$12.00. Open for Cash One Hundred Dollars. Reduced

[illegible]

MERCHANTS WAIT GAMES

Small Stores, Dependent on Pinball for Rent, Protesting N. J. Supreme Court Ruling

Elizabeth, N. J., paper runs series of articles telling how smaller business suffers from ban—bitterness strong on taxation and then confiscation

THE small retail location is an important part of the business life of the United States. Many people do not realize how much the income from a pinball game or other coin-operated amusement device may mean to these small locations. It is a common saying that one pinball game will practically pay the rent of a retail location. As long as small retail locations remain an important part of our business life, the needs of these locations should be carefully considered.

Big newspapers cater to big department stores and big business. In their crusades against pinball games they overlooked the small retail location. According to the U. S. census in 1935 more than 54 per cent of the stores in the country belonged to the small group. The total given at 1935 was 668,972 stores. These stores gave employment to 603,603 proprietors and nearly 490,599 paid employees in addition. There are no statistics available as to how many of these small locations run amusement games of some kind, but general knowledge would place 75 per cent of them as having coin machines.

The State of New Jersey has recently been subjected to an anti-pinball crusade. The Union County Home News, Elizabeth, N. J., is a small daily newspaper that has the viewpoint of the small merchant. This paper has featured the viewpoint of the small merchant on its front page in several issues. We reprint herewith two of these feature stories in full because of the strong arguments presented in behalf of retail locations:

February 26, 1942

Storekeepers Seek New Pinball Ruling

There is considerable discussion among Elizabeth's small storekeepers over the ruling in the New Jersey Supreme Court that banned pinball playing as a game of chance, thus compelling pinballater A. J. David to enter the ranks of all the

machines from this city by night.

Around since the loss of revenue derived from the machines, which they claim were merely a passive device, many small merchants have vowed to work some way to upset the court's decision and bring back the popular game.

Only recently this merchants were obliged to pay the Federal government a tax of \$7.50 on each machine and also subjected to pay another tax on them of \$12 in the summer. However, a city

ordinance prohibited the installation of the pinball games here and ignored the machines, netting the city \$4,200 annually.

Hapo for Revenue Decision

Several city officials were angered at the recent decision, as they argued that Elizabeth's pinball clientele was not sold there for gambling but merely for passing time. The small merchants are complaining, insisting there are pinballers out there who do not intend to gamble in their neighborhoods and therefore are entitled to provide entertainment for customers. As the prominent citizen newspaper editor who enjoys the pinball games for some waiting for trains and buses. It offered them entertainment. But it seems the only argument that is ever allowed in the courts and they agree on \$ in the morning and run midnight shows.

The feeling is also better among those who enjoy the pinball games for passive purposes and it would not be popular if the court decision were reversed in favor of the pinball games.

March 12, 1942

Small Merchants Worry Landlords

Altho the pinball machine is now considered a thing of the past by virtue of the recent Supreme Court ruling it is a question where the Supreme Court ruled it a gambling device, increasing the effect of its ban to small storekeepers will be in evidence on only a week month, a worry by The Union County Home News has evolved.

It is believed by many of the small merchants that it will be necessary to close their shops because of having to pay high rents by loss of the pinball income and the other business derived by the presence of the machine in the store.

As one prominent sports storekeeper said: "The sport attracted many good customers, especially during vacation season. This would try a game of skill on the pinball machine and ultimately make other purchases in the store. Many big merchants with big stores bring their staff on this business have been doing the machine since the machines were ordered out and naturally my revenue has been depressed on other merchandise. I hope I will be able to pay the rent but don't do it very much. The landlord is going to be the big loser in the long run." And this same row of small merchants the Home News reports on has been threatened the city. The storekeepers are being begged, begged, begged of things, mostly shove their hands and wonder, while others are loud in their denunciation of the authorities who took license fees and then paid them to the Supreme Court ruling.

It Hurts—and How!

There are voices are not feeling the effects the new pinball operations. One of them related a story similar to above when he said: "I sold many sets of machines and often while business was enjoyed a lot here or so playing my pinball machines. All of that business has been lost."

In some sections of the State damage suits are threatened because of the effects the various towns conducting the machines from individual stores and warehouses. In this country, however, no suit of this kind will be forthcoming, as storekeepers have given time and money to ensure their no-suicide unprofitable property.

The Home News survey also revealed that other business establishments are benefiting by the pinball loss to storekeepers, namely, pool rooms and bowling alleys, where the consumers may try their game of billiard and, of course, make a little side bet on the outcome. Proportionately, however, damage all pinballing is more substantial. However, the article also stated that has increased materially.

25 VERY LATE A. B. I.

Model F Typing, like others, like new, \$29.00 each, 50¢ off \$40.00. Model, \$22.00 each.

IRVIN NOVELTY CO.

128 E. Main St. Quincy, Ill.

Trade Papers Are Checked for Data

WASHINGTON, April 4.—The Office of Censorship began on April 3 a system of checking several hundred trade and technical journals and papers which give data on various trends.

The purpose of this censorship of trade papers is to prevent foreign access from getting information on manufacturing industries from copies of the trade papers that might reach foreign countries.

A list of publications that come under the new ruling has been compiled by the Censorship office. The list ranges from college and university papers to professional and business trade papers. The census naturally took the statistics and news of manufacturing firms that have war orders.

He's Rollin' in Dough!



PRIZE PIG... 1,000 Holes... 5¢ per sale... Slot symbols... Takes in a juicy \$50.00... Total Average Payoff \$26.00... Total Average Profit, a neat \$26.00... THICK DIE-CUT BOARD ON WHEELS!

"Porky" Brings Home The Bacon

SUPERIOR PRODUCTS
14 N. PEARIA ST.
CHICAGO, ILL.



ARCADE MACHINES WANTED

Will pay cash for ALL TYPES Penny Arcade Machines if prices are right. Send complete list immediately, giving condition and location.

FRANK SWAN

146-29 60th Ave., Flushing, L. I.

BALLYHOO JUMBO BUMPER FAIRGROUNDS
ROCKET SPOTTER
GRANDSTAND AIRWAY
As in the glamorous PAST
and the perilous PRESENT
the history-making games
of the glorious FUTURE
will be built by BALLY
RAPID-FIRE CLUB BELLS PREAKNESS
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NEWS OF

PROPERTIES and MATERIALS

Developments of the Week in All Industries

Official orders were issued recently by the War Production Board for the stoppage of production of phonographs, radios, amusements games and gaming devices and most types of reading machines. This because big news for the industry as official price release on the subject, were sent to newspapers. The stoppage of phonographs, games, etc. is set for May 1 and the order on reading machines effective April 18. Most coin machine factories have had a 10 per cent production stoppage for several weeks and the new order on phonographs and gaming devices permits a quota of 75% per unit, according to present opinion.

In an address before the National Industrial Administration Association, meeting recently in Chicago, Undersecretary of Commerce Wayne C. Taylor said that outwitting by manufacturers was a great aid in furthering the war effort of the nation.

"Many of you are directly contributing to the war effort by the material information which you are giving us. Some of you use what you manufacture," he said.

In speaking up the war production situation, the United States Magazine, now approved to pass a stamp. The program will be doubled as typed in the month to come, according to this magazine. The stamp will be increased from 2,000,000 to 4,000,000 units. The stamp is in a tough spot, the editors say, and the people have not yet realized it. The job for the United States is greatly complicated by the long distance to battlefields and the lack of ships.

Plans production in the United States has gone up 85 per cent since Pearl Harbor, according to a report by Donald M. Nelson. He stated that the nation is working near its goal and the need for "more and better" of these weapons.

Three industries—reading machines, typewriter and vacuum cleaner—get their action to convert to war production as soon as possible just a few days before the starting order was issued to the coin machine industry. Reports say there was a lot of discussion inside the WPA as to how soon these industries could be converted to war materials. Approval has been made that three industries be allowed to continue some production for civilian use.

Organization of an inventory control board within the WPA is already under way and will be announced soon. The new branch may not get under way until

June, however. It will have power to move against any industry or any firm that may have excessive inventories of war materials.

New workers estimated at a minimum of 8,000,000 men to be obtained for army plants before production goes into effect, Undersecretary of Commerce Taylor declared in a Chicago address. Robert Kennedy, chief of the WPA aircraft branch, favored engaging men from lower classifications to fill the shortage of food and air workers.

Production of office equipment has been stimulated by tremendous increase in government and war industry demand. Increased operating costs, fixed value prices and smaller margins of profit on war business, however, will probably preclude any significant gain in output. Furthermore, in the face of materials shortage worse for the year, it is expected that profits will probably decline.

However, outlook over the longer term future is far steadiness in output even if production of office equipment is further restricted, because of ability of the industry to convert facilities to non-military work without great difficulties. Limitation of production of typewriters may spread into other equipment. In other lines, where original materials are used, some effect may be found in use of substitutes, as for example, wood for metal in place of steel.

Unemployment is expected to recede rapidly over the next several months because of seasonal factors and rapidly increasing war production. Conversion to war production, apparently in proceeding at a swifter pace than had been anticipated. Temporary unemployment in civilian plants, as a consequence, is not expected to affect the unemployed population in pay rolls.

Unemployment during January is estimated at 4,100,000 persons by the National Industrial Conference Board. This figure probably increased moderately during February. With the return of workers to the farms this month and next and increasing expansion of war production operations, the volume of unemployment is likely to be reduced to the point at which permanently unemployed unemployed persons have been observed.

The Conference Board's estimate of unemployment is based on the assumption that 400,000 new persons enter the labor force each year. As possible for workers insurance, however, additional persons may enter the labor force. Consequently the actual number of persons employed may exceed the estimate of the labor force and so provide a negative unemployment figure.

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Slugs Decreasing Since War Entry

PHILADELPHIA, April 4.—Slugs of continental make and slugs from apparently home forged points, which the United States entered the war, have been reported a marked decrease in the number of sportsmen hits and score in circulation during the past two months. In January alone the amount of continental money which has been less than 5000, or about half the total number of a year ago. During the past two months it is believed the continental money has been taken to the front lines for which the local coin machine operators are most grateful.

Paul Layman New Sullivan-Nolan Rep.

LOS ANGELES, April 4 (UPI).—PAUL A. Layman has been named exclusive representative in Southern California for Sullivan-Nolan Advertising Company, a Chicago firm which represents the game. Layman has been associated with the game machine business for years.

"This firm's method of doing a game over," says Layman, "gives operators the opportunity to always have games that provide like play. In the words of a well-known rule book, 'This method is eight ways better' as all old parts are removed, valuable die mechanism and reinforced, new dials and switches and playfield are supplied, new lenses and mounting frames glass installed, metal parts re-plated, into play in perfect condition. Games are looked and remodeled and the machine tested through. Many games are being run thru now."

"The good reputation of the firm is known from Coast to Coast and I am glad to represent it," Layman added.

Atlas Continues Buying Policy

CHICAGO, April 4.—In celebration of the anniversary of the May 1, 1931, when the manufacturing of coin controlled machines will stop, the Atlas Monthly Company is continuing now already then since the policy of buying all types of coin equipment, report from Morris Greenberg, officials of the Atlas Monthly Company.

"We are now in the habit of stocking up on both new and old equipment. Some have been good during the past few weeks and our stock is still sufficient to serve customers for many months."

"When May 1 arrives Atlas expects to have a stock enough to cover in size and variety." Greenberg said. "Operations are therefore dropped upon us for all the machines they will need to keep them operating their business efficiently and profitably for the duration of the war."



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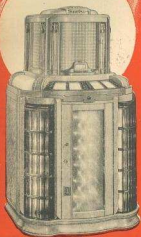
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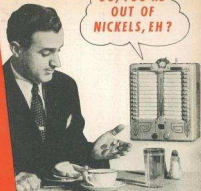
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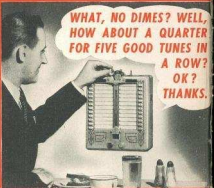
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